GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:2999
ANSWERED ON:20.03.2008
AIR INDIA AT GLOBAL LEVEL
Jha Shri Raghunath

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether Air India is facing stiff competition at global level;

(b) if so, the details thereof; and

(c) the steps taken by Air India to attract more passengers?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF CIVIL AVIATION(SHRI PRAFUL PATEL)

(a)& (b); Yes, Sir. The competition has increased due to factors such as increase in the operation of foreign airlines to/from India,increase in their capacity and connectivity, entry of low cost carriers etc.

(c): The steps taken by Air India to attract more passengers are as follows - purchase of state-of-the-art new aircraft with inflight entertainment system,refurbishment of existing aircraft with new seats, inflight entertainment system etc.,rationalisation of schedules to eliminate overlapping of flights,streamlining of operations,implementation of free flow code share,joint participation in all schemes/promotions on domestic sectors, through check-in and seamless transfer at Mumbai,Delhi,Chennai,Kolkata,Bangalore and Hyderabad where by passengers can connect domestic flight to an international flight in a single check-in process,introduction of non-stop flights from Mumbai & Delhi to New York,Mumbai to Hong Kong and Mumbai to Singapore, introduced e-ticketing on select routes, city check-in,advance airport check-in,establishment of call centres, SMS alerts in case of cancellations/delays.